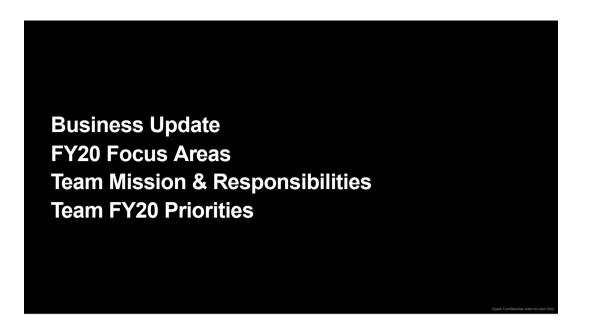




Good morning. I'm excited to give you an update on the App Store, starting with our biggest priority...

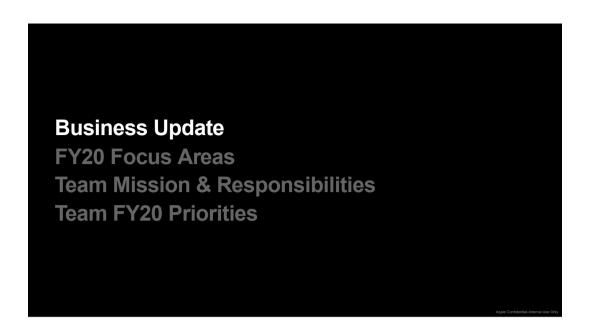


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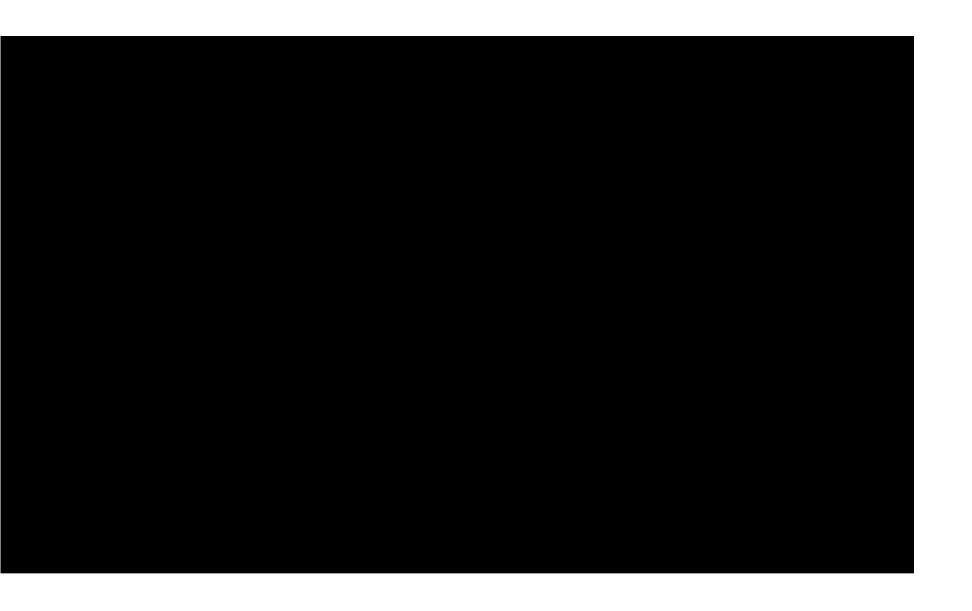


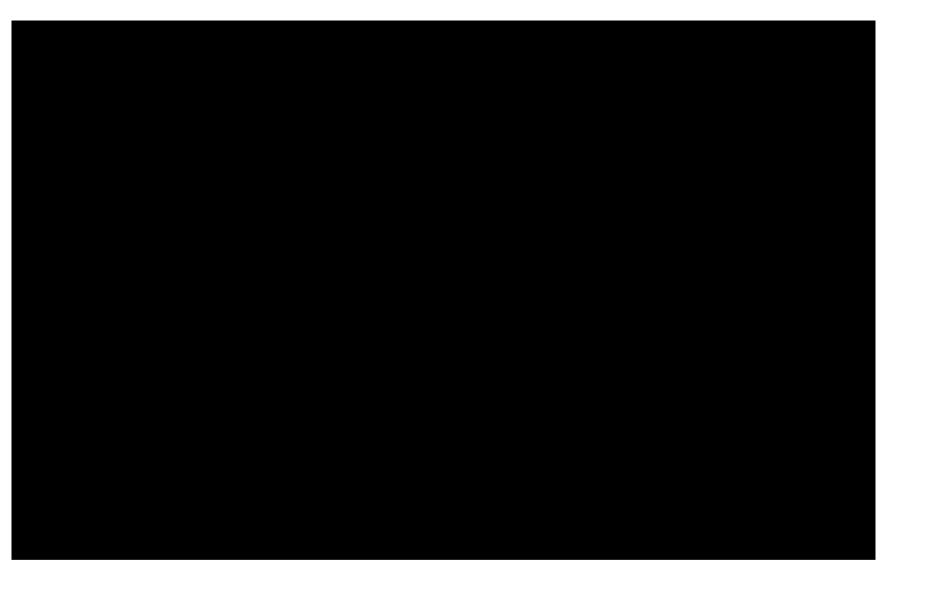
Here's a quick agenda for the next hour..

- An update on the App Store's business
- Share the global App Store's focus areas for the coming year
- Lastly, review our team goals for FY20



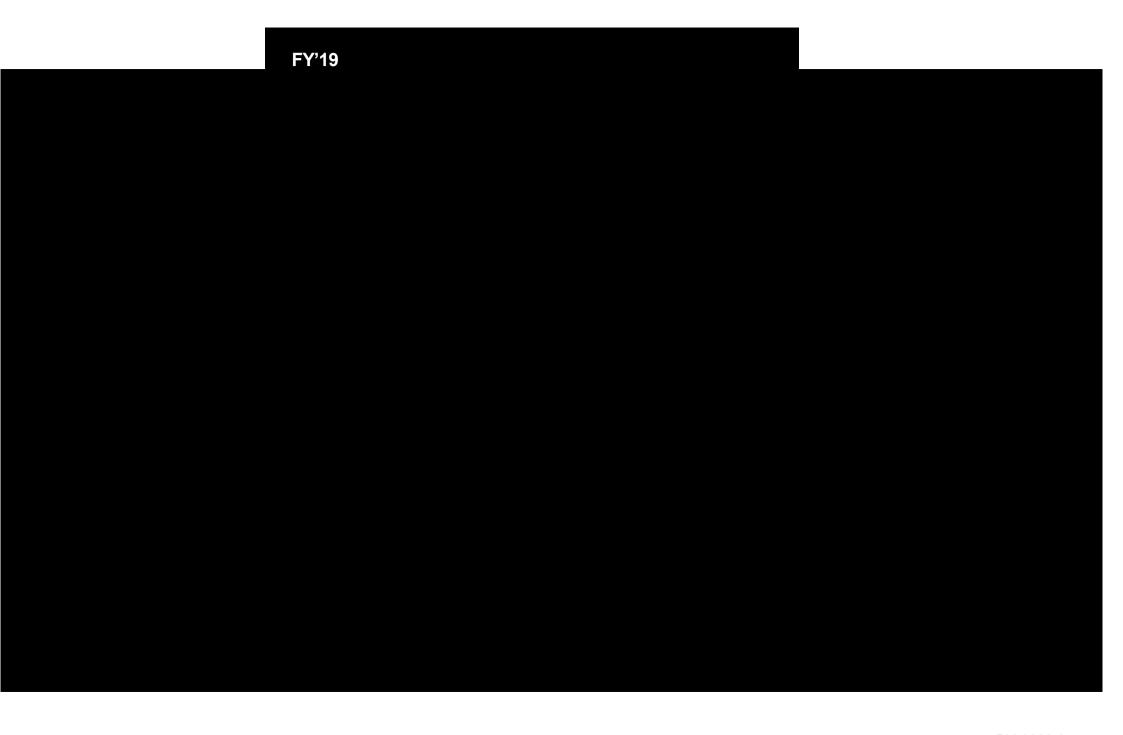
Let's get started with a business update. When we started FY19, a major milestone was within our sights...

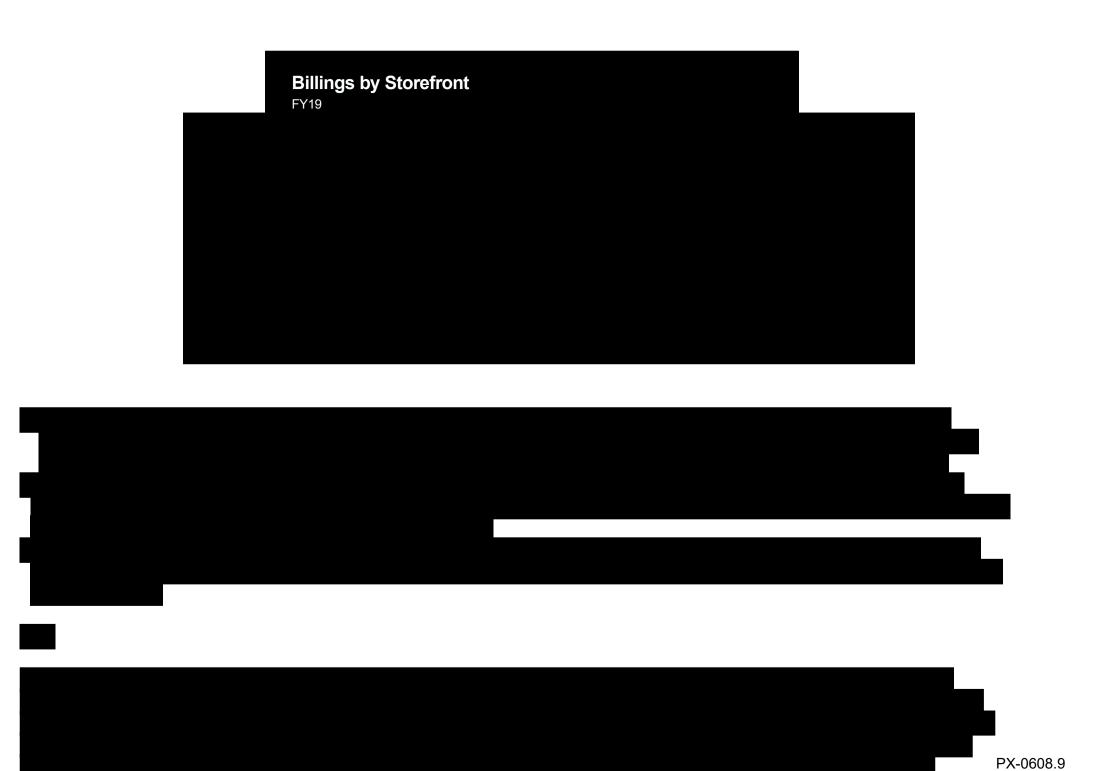












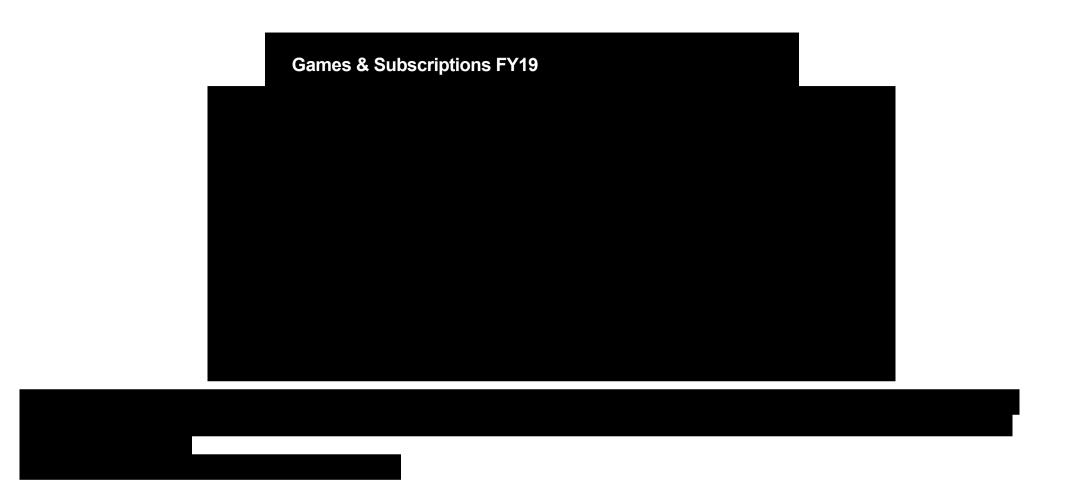
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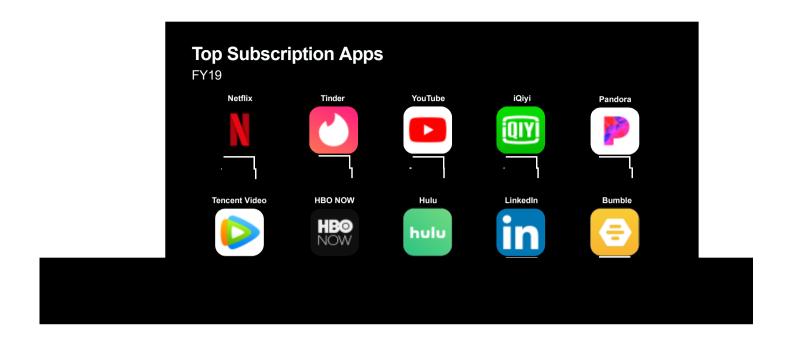








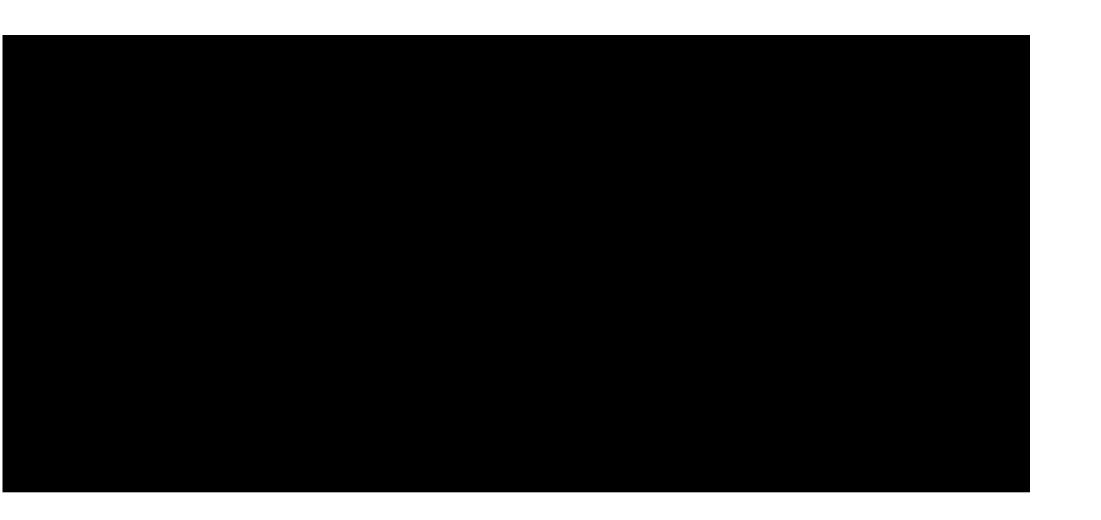






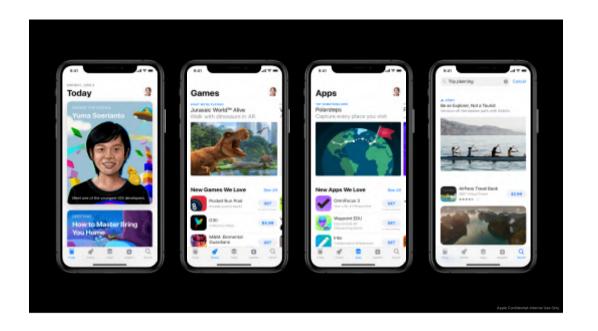




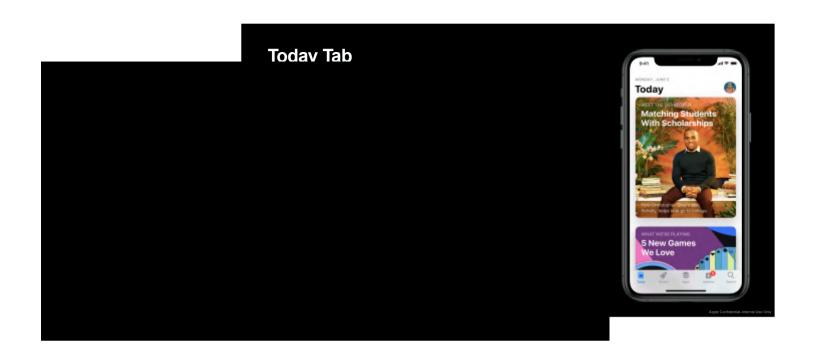




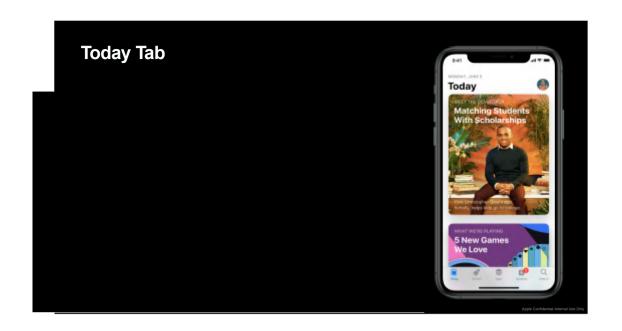
We also expect to reach a major milestone in early November, crossing \$150B paid to our developer community since we launched the App Store.





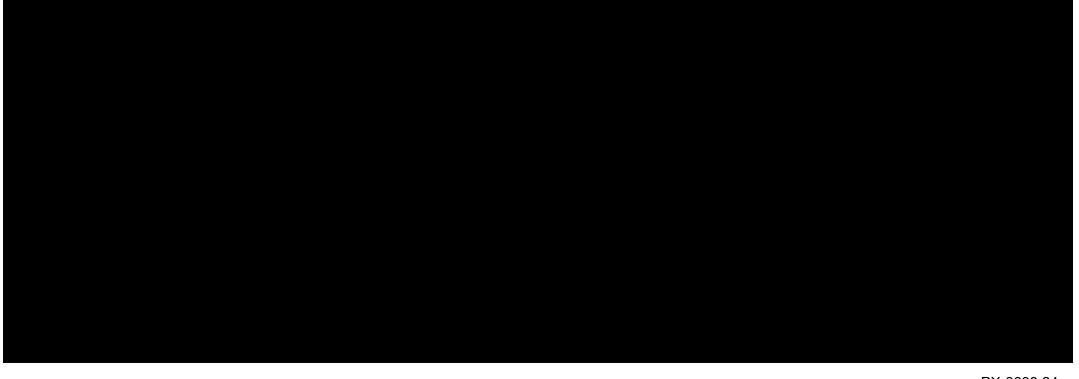


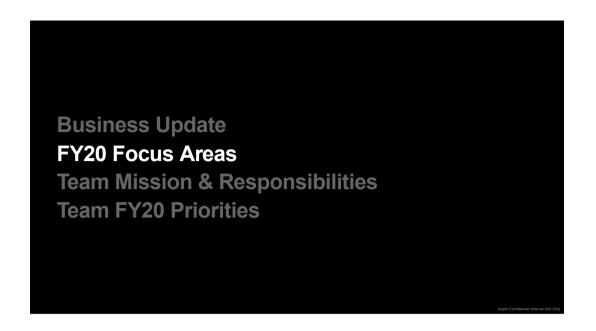




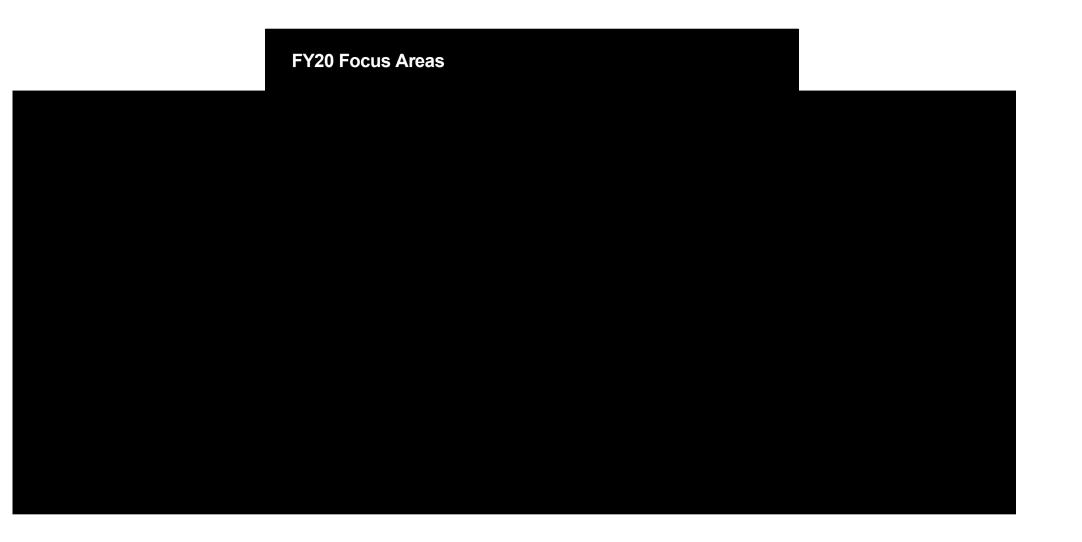








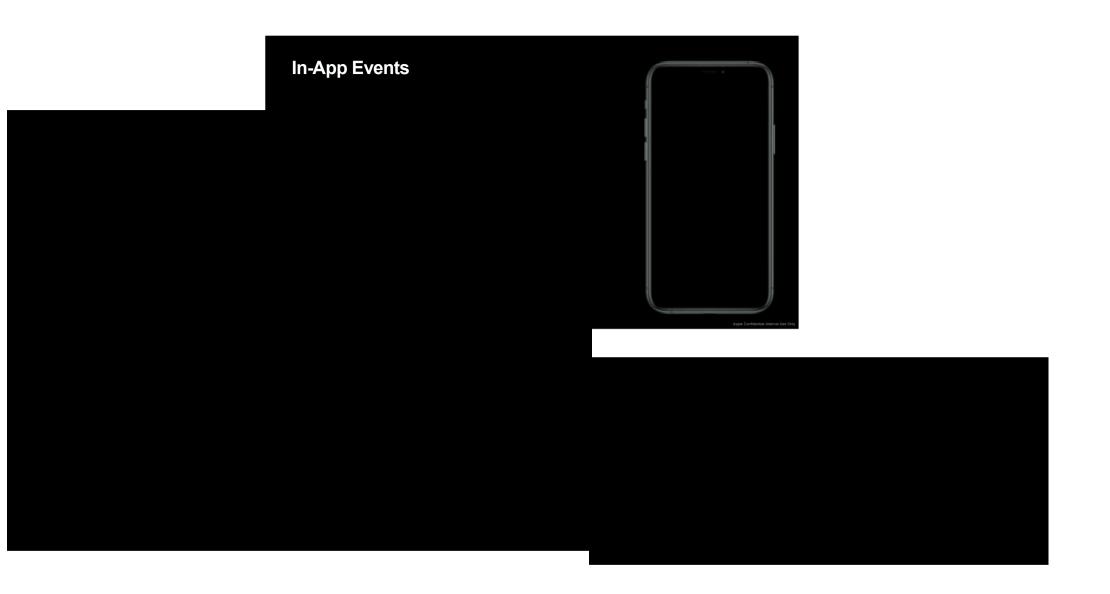
• So that's our update on the business. Now, let's turn to our FY20 Focus Areas.

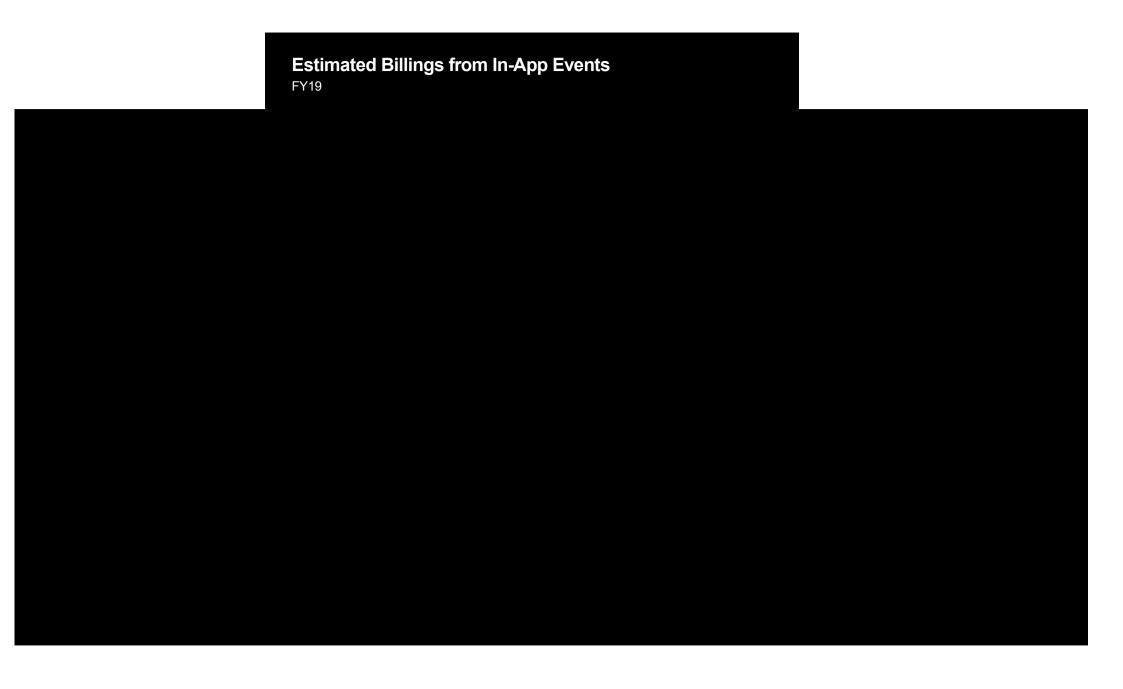










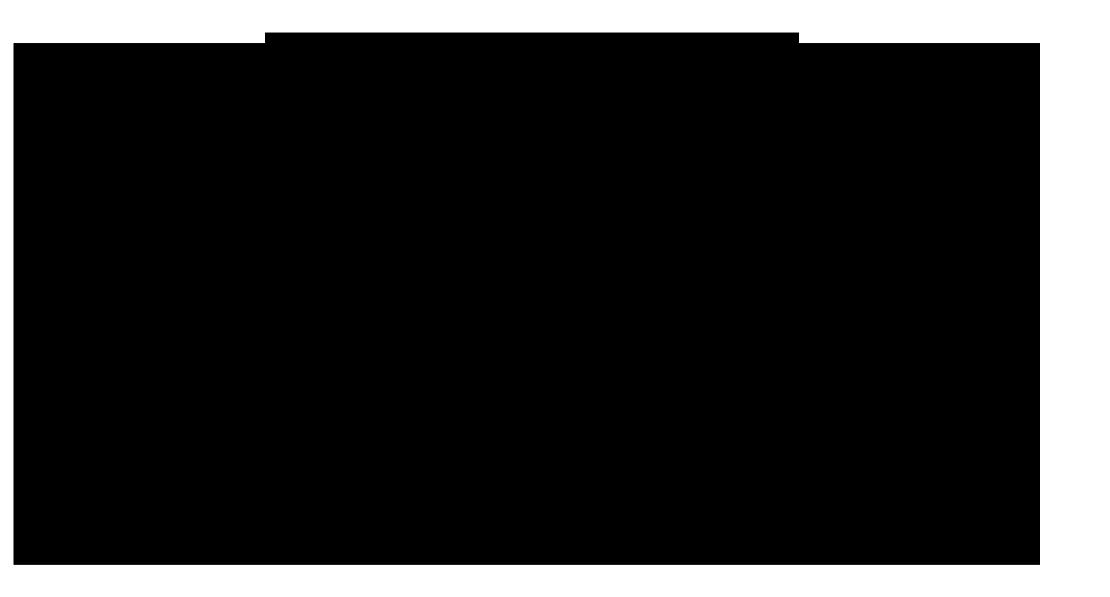


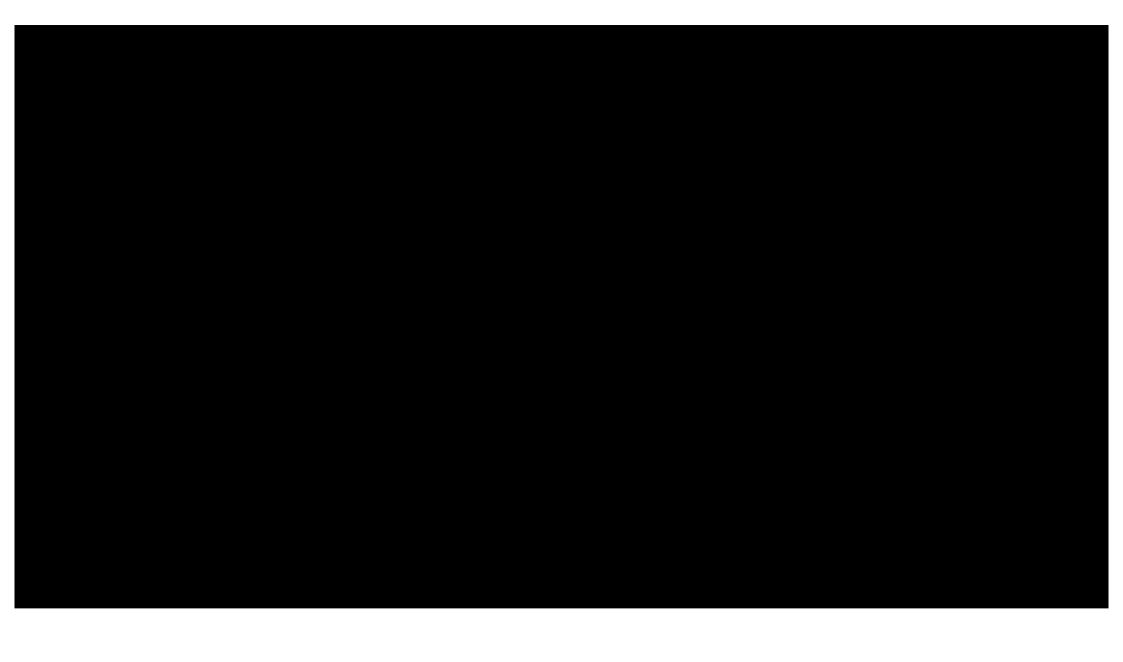


- Take the first and only concert ever in Fortnite featuring EDM artist Marshmello the day before the Super Bowl this year.
- 10M people watched the Marshmello concert live in-game, and that doesn't even include viewers on Twitch, YouTube and other platforms











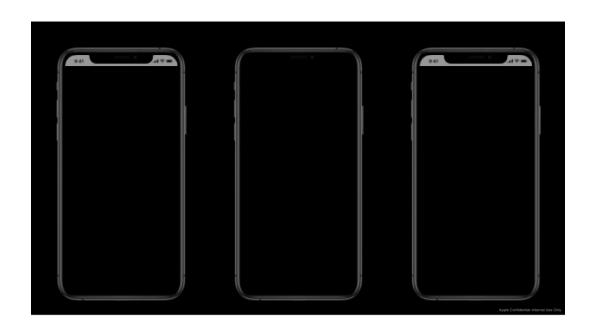








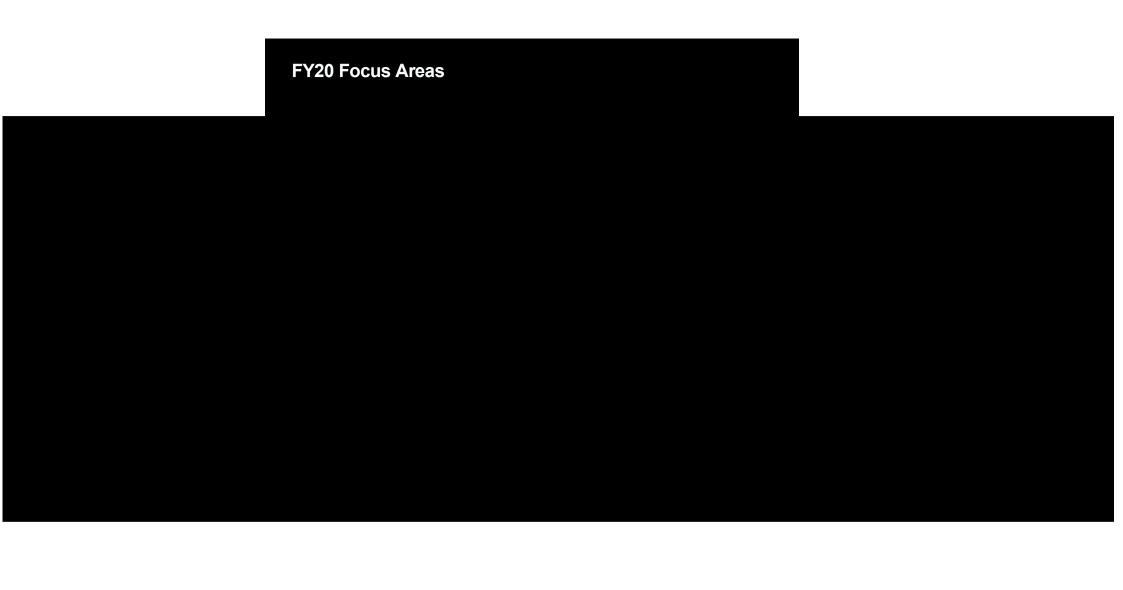










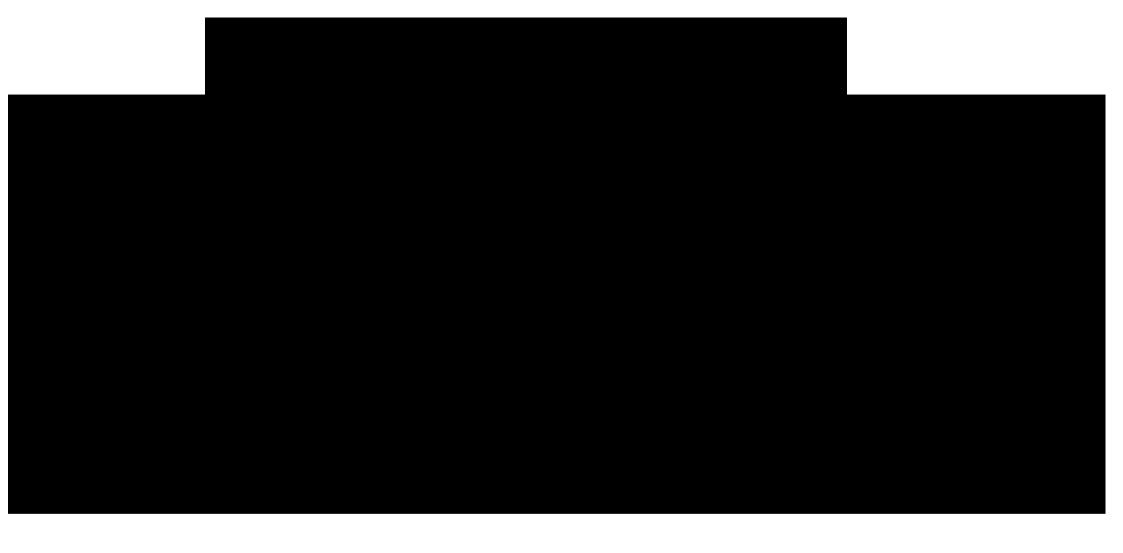












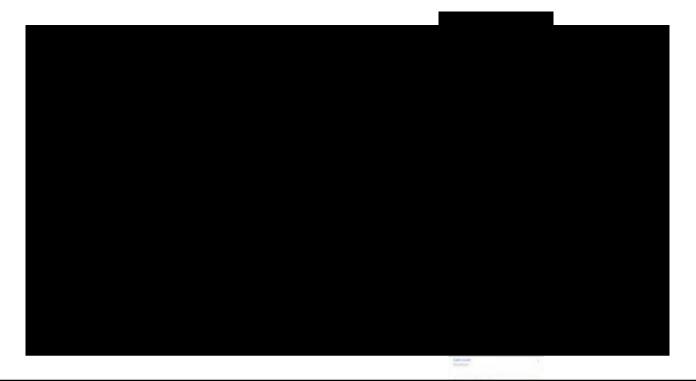


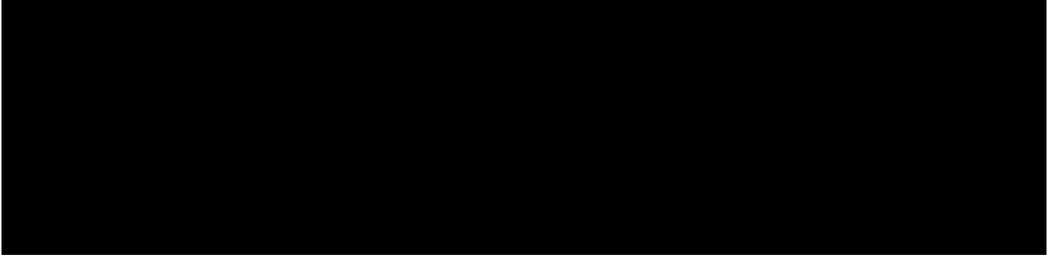












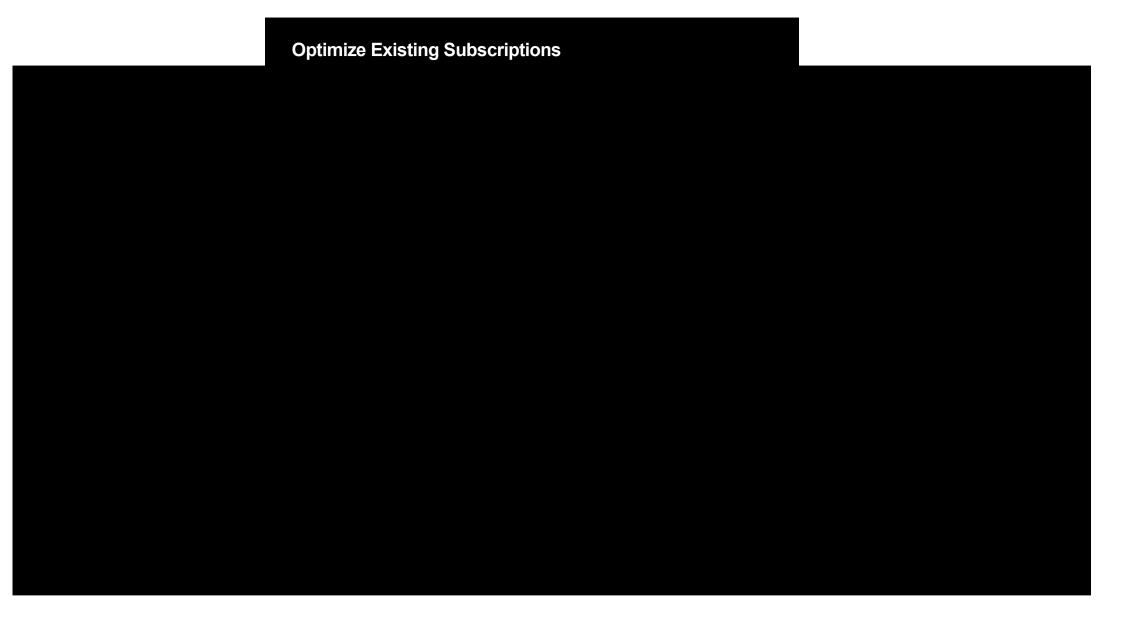




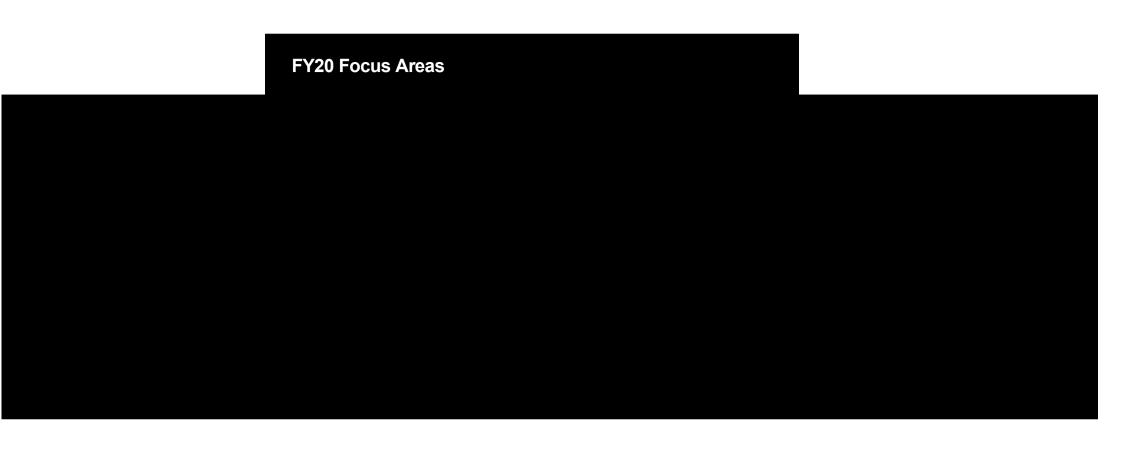




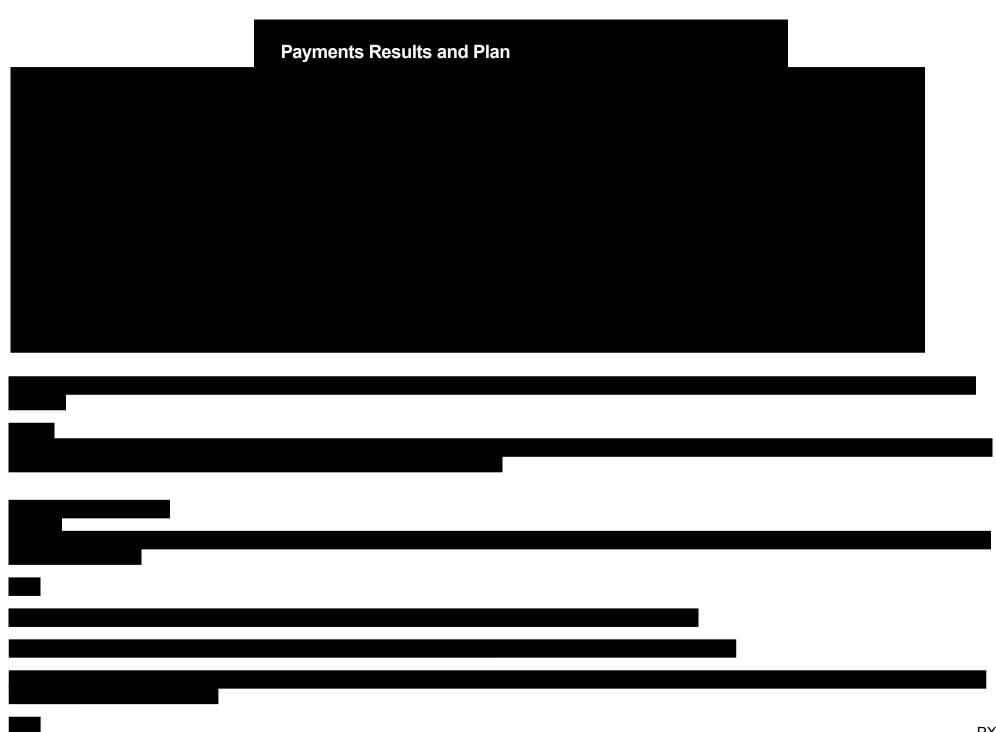


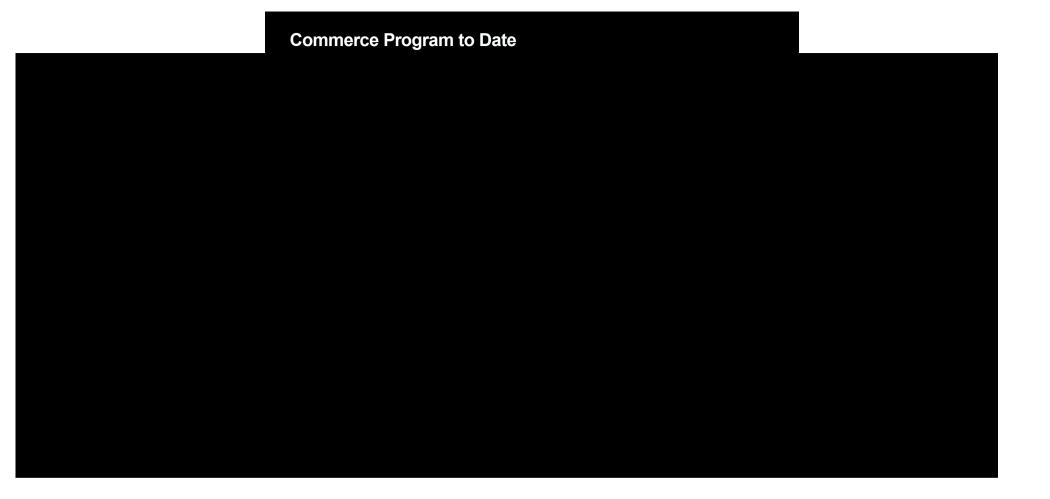






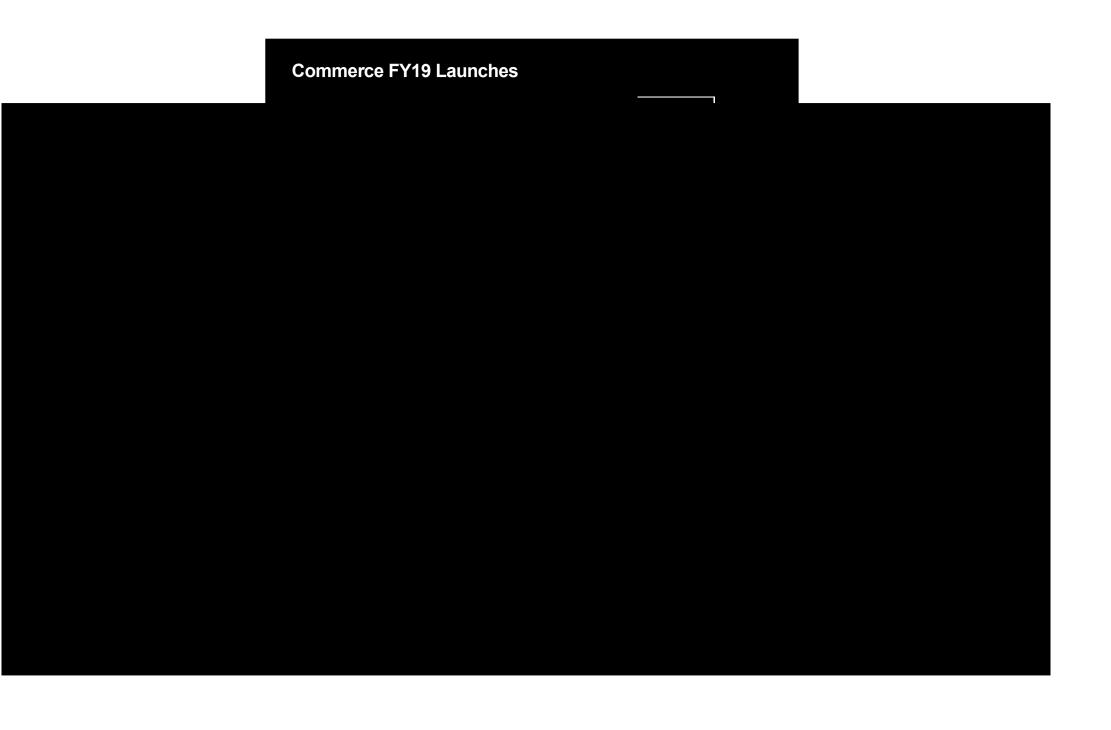


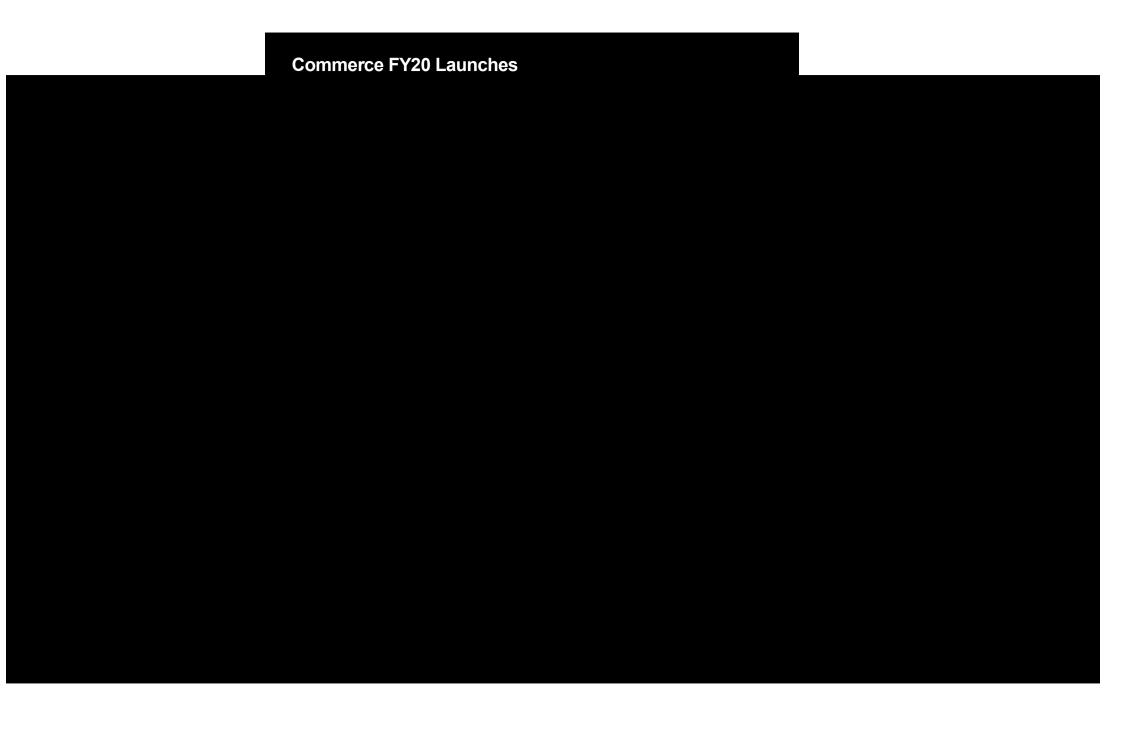


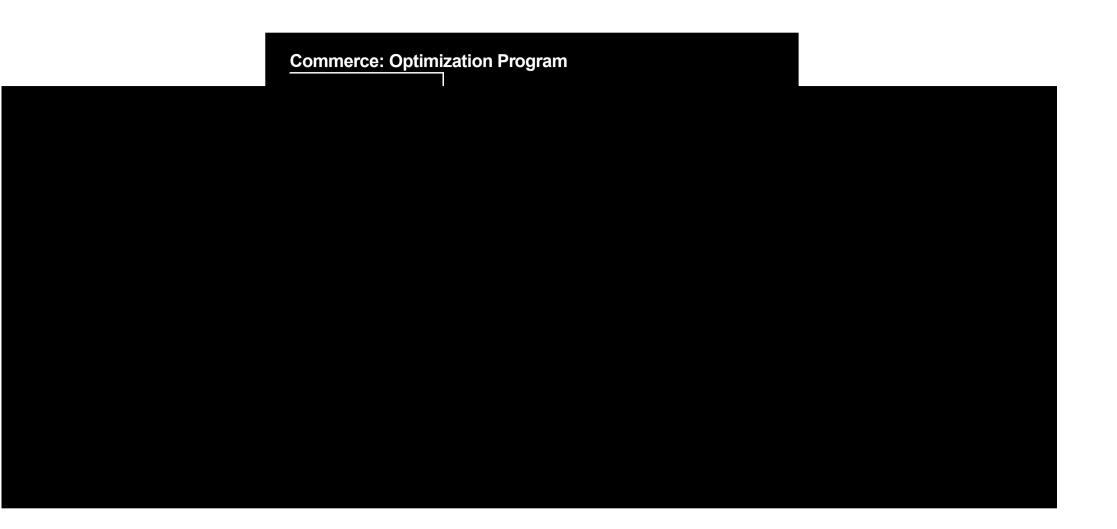


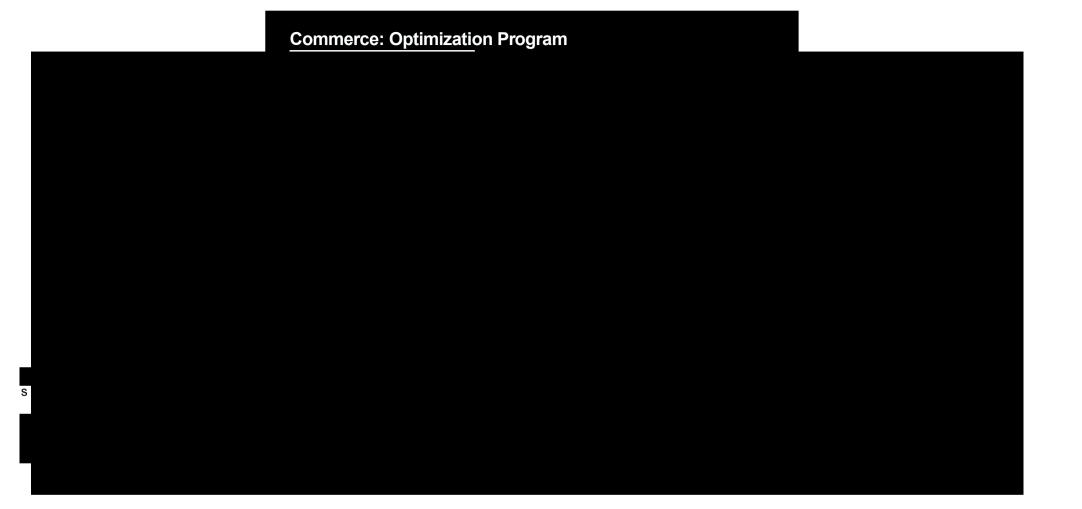




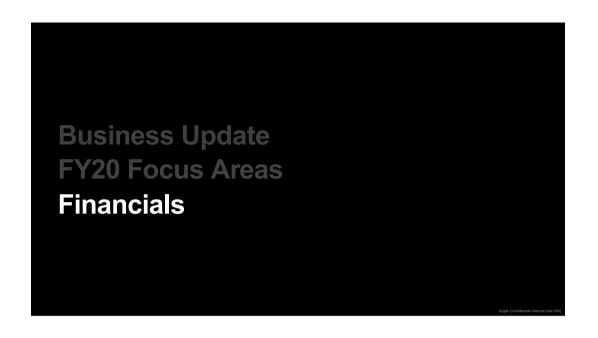








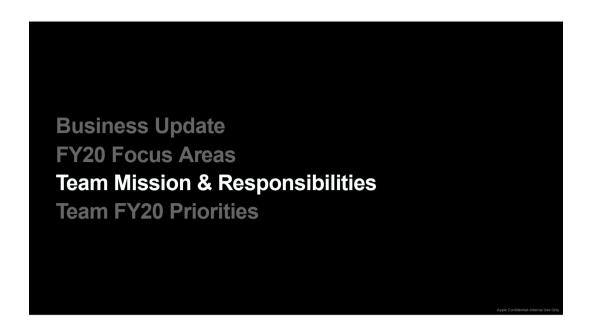












Team Mission

Grow our developers' business across the Apple ecosystem

Apple Confidential-Internal Use

Team Mission

Help developers manage and grow their App Store business

Apple Confidential-Internal Use Onl



